

## Message Text

UNCLASSIFIED

PAGE 01 PALERM 00197 251937Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ERDA-07 USIA-15 FEA-01 OES-06  
/050 W

-----260900Z 108979 /15

R 251430Z MAR 77

FM AMCONSUL PALERMO

TO SECSTATE WASHDC 2027

RUEHDC/USDOC WASHDC

RUFHOM/AMEMBASSY ROME 0889

INFO AMCONSUL MILAN

RUFHBS/AMEMBASSY BRUSSELS 0083

UNCLAS PALERMO 0197

BRUSSELS FOR USEC

E.O. 11652: N/A

TAGS: BEXP, TECH, ENERG, IT

SUBJECT: EXPORT PROMOTION FOR SOLAR ENERGY USE: PALERMO EXPOSITION.

REF: A. PALERMO 0081#/B. ROME 2817#/C. USDOC 03117

DEPARTMENT PASS ERDA, USIA AND FEDERAL ENERGY ADMINISTRATION.  
MILAN PASS TO TRADE CENTER.

1. SINCE DESPATCH OF REF A, PLANS FOR A SOLAR ENERGY CONFERENCE AND EXPOSITION IN PALERMO HAVE DEVELOPED FURTHER AND HAVE ASSUMED CONSIDERABLY BROADER DIMENSIONS THAN ORIGINALLY ENVISAGED. PLANS NOW ENCOMPASS SPECIAL EVENT, SEPARATE FROM PALERMO'S "MEDITERRANEAN FAIR", AND TENTATIVELY SCHEDULED FOR JUNE 26 - JULY 3, 1977.

2. SICILIANS REPORT HIGHLY FAVORABLE RESPONSE TO THEIR EFFORTS TO PROMOTE PARTICIPATION BY NATIONAL-LEVEL INDUSTRIAL FEDERATIONS AND GOI ORGANS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PALERM 00197 251937Z

3. AS DESCRIBED BY A ROME REPRESENTATIVE OF CONFINDUSTRIA WHO ATTENDED A MEETING OF THE PROMOTERS IN MID-MARCH, GOVERNMENT AND BUSINESS ORGANIZATIONS ARE IN THE PROCESS OF A CONCENTRATED PROGRAM TO INCREASE SALES OF ITALIAN SOLAR ENERGY HARDWARE TO THIRD WORLD COUNTRIES, ESPECIALLY IN LATIN AMERICA, THE MIDDLE EAST AND THE MEDITERRANEAN BASIN.  
A WORKING GROUP HAS BEEN SET UP UNDER THE AEGIS OF THE FOREIGN

MINISTRY, INCLUDING INTERESTED GOVERNMENT ORGANIZATIONS AND CONFINDUSTRIA, IRI, ENI, ENEL AND OTHERS, TO TAKE STOCK OF WHAT ITALIAN POSSIBILITIES ARE IN THIS AREA. A SERIES OF MEETINGS AND SEMINARS WITH ITALIAN FIRMS OPERATING IN OVERSEAS MARKETS AND WITH REPRESENTATIVES OF INTERESTED THIRD WORLD COUNTRIES HAS ALSO BEEN SCHEDULED FOR THE NEXT SEVERAL MONTHS. CONFINDUSTRIA REPRESENTATIVE, WHO IS ALSO A MEMBER OF MFA WORKING GROUP, EXPRESSED THE VIEW THAT PALERMO EXPOSITION WOULD FIT IN PERFECTLY WITH ABOVE, NATIONAL EFFORTS.

4. THE FAIR'S ORGANIZERS, WITH THE ENCOURAGEMENT OF CONFINDUSTRIA NOW SEE EXPOSITION AS AN OPPORTUNITY TO INVITE PROSPECTIVE BUYERS, PRIMARILY FROM NEAR EAST AND MEDITERRANEAN COUNTRIES. THE MAJOR ITALIAN FIRMS PRODUCING SOLAR ENERGY-RELATED EQUIPMENT, WILL BE ENCOURAGED TO PARTICIPATE AND MAKE A MAJOR SELLING EFFORT. INTERESTED FIRMS INCLUDE: ZANUSSI, ANSALDO, FIAT, SOCIETA' METALLURGICA ITALIANA, ENI, PIRELLI, ENERGIA SOLARE CASTIGLIONE, MELONI IGIENICO SANITARIO, ETC.

5. THE FAIR'S ORGANIZERS HAVE REPEATED THEIR HOPE THAT US WILL PARTICIPATE TO THE MAXIMUM POSSIBLE EXTENT. IT APPEARS AT THIS WRITING, FOR REASONS CITED SEPTEL, WE WILL BE ONLY FOREIGN GOVERNMENT INVITED TO TAKE PART.

6. WE HOPE TO BE IN POSITION TO ACTIVELY SUPPORT THE GATHERING

MOMENTUM BEHIND THIS PROGRAM. WE BELIEVE EXPOSITION WILL GIVE US AN OPPORTUNITY TO DEMONSTRATE WILLINGNESS TO SHARE OUR SOLAR ENERGY TECHNOLOGY BEFORE A POTENTIALLY IMPORTANT INTERNATIONAL AUDIENCE.  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 PALERM 00197 251937Z

AND THAT COMMERCIAL OPPORTUNITIES WILL BE EVEN BETTER THAT WE HAD ORIGINALLY ENVISAGED SINCE BROADER MARKET WILL BE INVOLVED.

7. WE GREATLY APPRECIATE BACKING OF EMBASSY ROME PER ROME 2817 AND, WHEN PLANS MORE DEFINITIVE, WILL CONTACT DR. PURPLE IN BRUSSELS CONCERNING HIS PARTICIPATION IN PROJECTED CONFERENCE/ EXPOSITION. WE WOULD HOPE DR. PURPLE COULD PARTICIPATE AT USG EXPENSE AND THAT WE COULD TENTATIVELY CITE SUCH PARTICIPATION AS EVIDENCE OF U.S. INTEREST.

8. WE UNDERSTAND, PER USDOC 3116, THAT COMMERCE UNABLE PARTICIPATE IN PALERMO FAIR AS SUCH. WE BELIEVE IT WOULD BE HIGHLY USEFUL, HOWEVER, IF USDOC COULD TAKE ACTIVE ROLE IN ENCOURAGING PARTICIPATION BY US FIRMS. IN THIS CONTEXT, FIRMS COULD BE INFORMED OF PALERMO EVENT AND THAT FAIR AUTHORITIES WILL PROVIDE EXHIBITION SPACE FREE OF CHARGE BUT WILL ASK FOR PARTICIPANTS TO SHARE OPERATING COSTS, ETC. PARTICIPATING FIRMS WOULD ALSO BEAR TRANSPORTATION COSTS, ETC. IF SUFFICIENT NUMBER OF U.S. FIRMS ARE INTERESTED

COULD DOC PAY FOR SHIPPING DISPLAY MATERIALS AS WE UNDERSTAND IT DOES FOR U.S. PARTICIPANTS AT TRADE CENTER SHOW? WE HAVE ALREADY CONTACTED U.S. SOLAR ENERGY INDUSTRY ASSOCIATION (SEIA) AND DR. GEORGE LOF, A SOLAR ENERGY EXPERT. WE HAVE ALSO CORRESPOND WITH DDR. C. G. SZEGO WHO PARTICIPATED IN PALERMO'S DECEMBER 1975 SOLAR ENERGY SEMINAR , AND HE HAS RESPONDED FAVORABLY TO THIS LATEST INITIATIVE. WE BELIEVE STRONG USDOC PUSH IN SAME DIRECTION WITH OTHER SOLAR ENERGY FIRMS WOULD BE MOST PRODUCTIVE.

9 "ACTION REQUESTED": INDICATION FROM DOC AS TO ASSISTANCE IT MIGHT BE ABLE PROVIDE ALONG ABOVE LINES# TENTATIVE CONFIRMATION THAT DR. PURPLE WILL BE ABLE PARTICIPATE AT USG EXPENSE.  
COLLINS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE PROMOTION, SOLAR POWER, SEMINARS, DEVELOPMENT PROGRAMS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 25-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977PALERM00197  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770104-0574  
**Format:** TEL  
**From:** PALERMO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770322/aaaaasiw.tel  
**Line Count:** 129  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 4136d0b1-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 PALERMO 81  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 01-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2996463  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** EXPORT PROMOTION FOR SOLAR ENERGY USE: PALERMO EXPOSITION.  
**TAGS:** BEXP, TECH, ENRG, IT  
**To:** STATE COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/4136d0b1-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009